

TOUCH A TRUCK

@ Boca Raton Public Library





Touch a Truck 2018 - 2023

- History
 - Started in 2018 - Expected 300-500, attendance was 5,000
 - Cancelled 2020 and 2021
 - March 2023 – 6,700 participants
 - Cost: usually \$500 for supplies, but 2023 had unexpected barricade cost of \$5,000. Staffing cost could be high if overtime is used to maintain schedules.
- Vehicles
 - Emergency: Fire trucks, EMT, police cars, police motorcycles, park ranger SUV, bomb truck, ocean rescue boat, beach ATV
 - Utility: garbage truck, recycling truck, utility truck with lift basket
 - Parks/Groundskeeping: dump truck, backhoe, bulldozers, curb cleaner, sand sifter
 - Specialty: turtle rescue van, mobile library van
- Demonstrations
 - Police motorcycle fancy tricks around cones, threat response robots, fire engine sprays
 - Mini bulldozers twirling and standing on basket, emptying and refilling the dump truck, garbage or recycling truck crushing
- Add-ons
 - Craft tables and giant sandbox
 - Swag and book giveaways



Community Impact

- City Awareness & Appreciation
 - Employee engagement
 - Community outreach goals met
 - Promoting new services and vehicles
 - Builds confidence in City departments
- Family Event
 - Fun, happy and safe
 - Enjoyed by both children and adults
 - Emphasizes sharing and community interaction
 - Builds children's trust in Fire, Police, Ocean Rescue, etc.
- Outreach
 - Education about vehicles, water quality, safety, etc.
 - Literacy outreach and book giveaways
 - Sustainability and environmental outreach
 - Community feedback opportunity





Approvals and Challenges to Success

- Partners On Board
 - Essential to have Emergency and Utilities
 - Expectation to touch, sit and ride
 - Lots of friendly, happy operators/helpers needed
- Logistics
 - Time – at least 4-5 months in advance
 - Safety – limit entrances, parking, barricades, demo spaces
 - Trees – shade vs. clearance, borrow tents?
 - Comfort – Horn noise, lines, seating
 - Water and food trucks – snacks only, shaded seating
- Cool and Calm Options
 - Inside storytimes, quiet rooms
 - Craft tents under tables
 - Shaded giant sandbox with toy trucks
- Focus Goals and Limit Marketing
 - Is this a local event?
 - Why are you doing this event? Avoid mission creep.

Touch a Truck for Your Library

- Plan for Hidden Costs
 - Staffing day of event – yours and other departments, overtime?
 - Restroom maintenance staffing or Portacabins?
 - Last minute safety needs, like more barricades
 - Supplies for crafts, sidewalk chalk, outdoor games, toy trucks
- Can I Scale This Down? Yes!
 - Guest storytimes with truck
 - Smaller events in parks, focus on one type
 - Less really is more (some kids loved the giant sandbox best)
 - Huge turnout. Don't do a press release, just local promotion.





For more information, contact:

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